



HubSpot's **CULTURE CODE**
is the operating system
that powers the company.

WHAT'S CULTURE?

A set of shared beliefs,
values and practices.

	THEN	NOW
FOCUS	Pension	Purpose
NEED	Good Boss	Great Colleagues
HOURS	9-5	Whenever
WORKPLACE	Office	Wherever
TENURE	Whole Career	Whatever

See how **HubSpot** uses documents

Culture doesn't just help
attract amazing people,
it **amplifies** their abilities and
helps them do their best work.

A tale to spark your imagination

To take a more empathetic,
human-friendly approach
to marketing and sales.

(Turns out, it's also
more effective.)



We are **HubSpot**.

LinkedIn



Our commitment to our
metrics will help us earn the
resources to further our
mission.

We are passionate about **both**.

1

We commit
maniacally to both
our **mission** and
our **metrics**



“A document is a great format for HubSpot to share stories about our brand, our culture, and our view on important changes in the industry. Now that we can create these in the context of LinkedIn, we’re able to more easily reach an engaged professional audience and encourage thoughtful conversations around our content. And that’s our ultimate goal — to encourage others to share their ideas and experiences so we can all learn.”

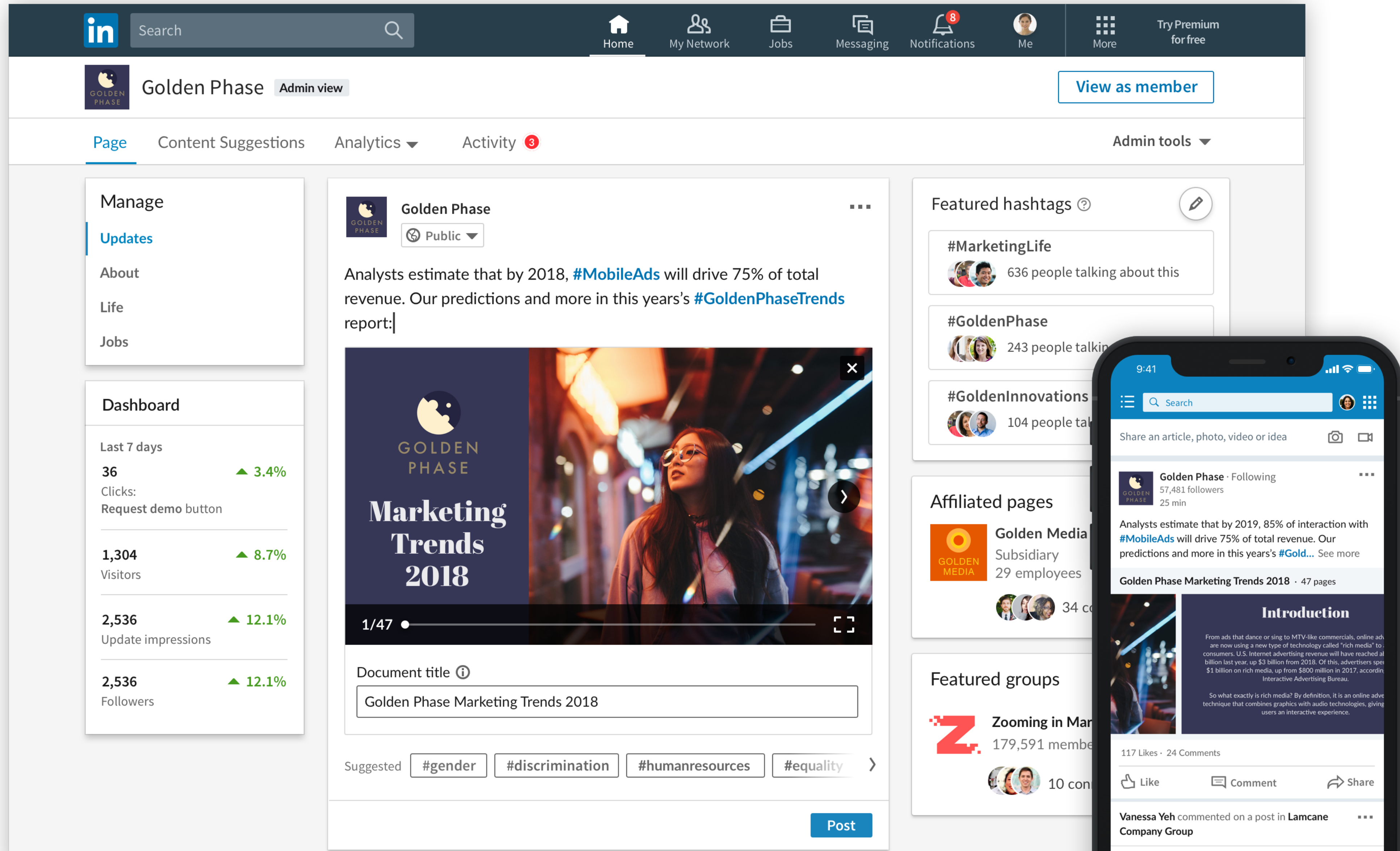


Dharmesh Shah, Co-Founder & CTO, HubSpot



Your company has a new way to talk with your followers on LinkedIn

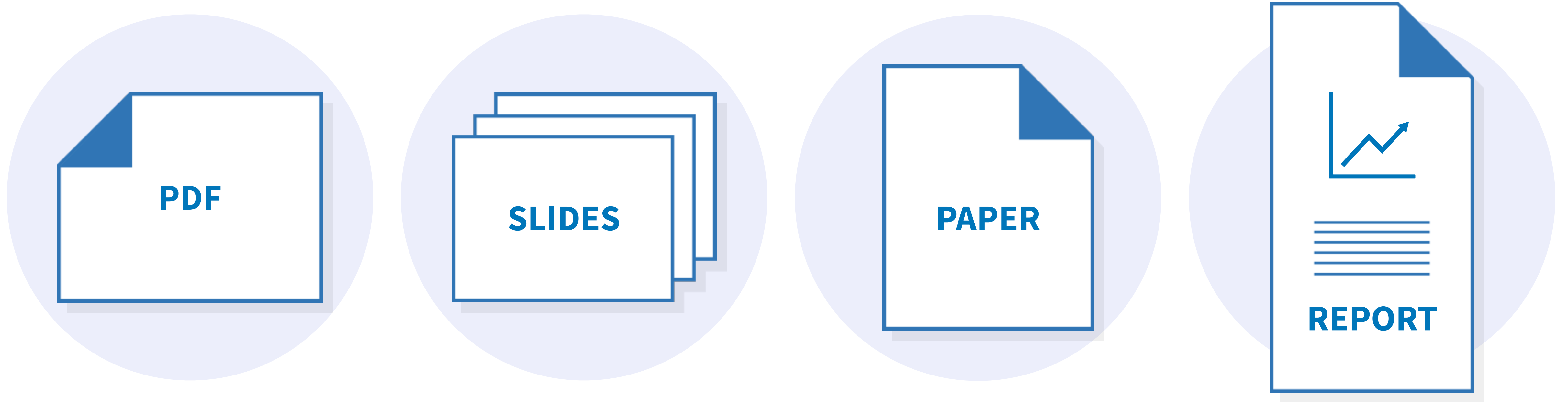
You can now share **documents** on your page



Great! How does it work?

—

You share a **PDF, slides, paper, or report** from your page...



... and people can read your document and comment in the feed

st help
people,
abilities and
ir best work.

Use documents to share
your company story
in a thoughtful and
engaging way

We dare to b



We've been inspired by the way
HubSpot use documents, so we
wanted to share it with you....

...in case you needed inspiration too

THE HubSpot
**CULTURE
CODE**

Creating a company we love.

HubSpot uses documents to
give us a behind-the-scenes
look at their company

— THE —
HubSpot
CUSTOMER CODE

customercode.com



THE HubSpot
**CULTURE
CODE**
Creating a company we love.

The **HubSpot Culture Code**
gives us a sense of their
unique culture and values

We like people
with **heart.**

HUMBLE



The **HubSpot Customer Code** walks through their philosophy on putting their customers first

ahead of **themselves**.



THE
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customercode.com

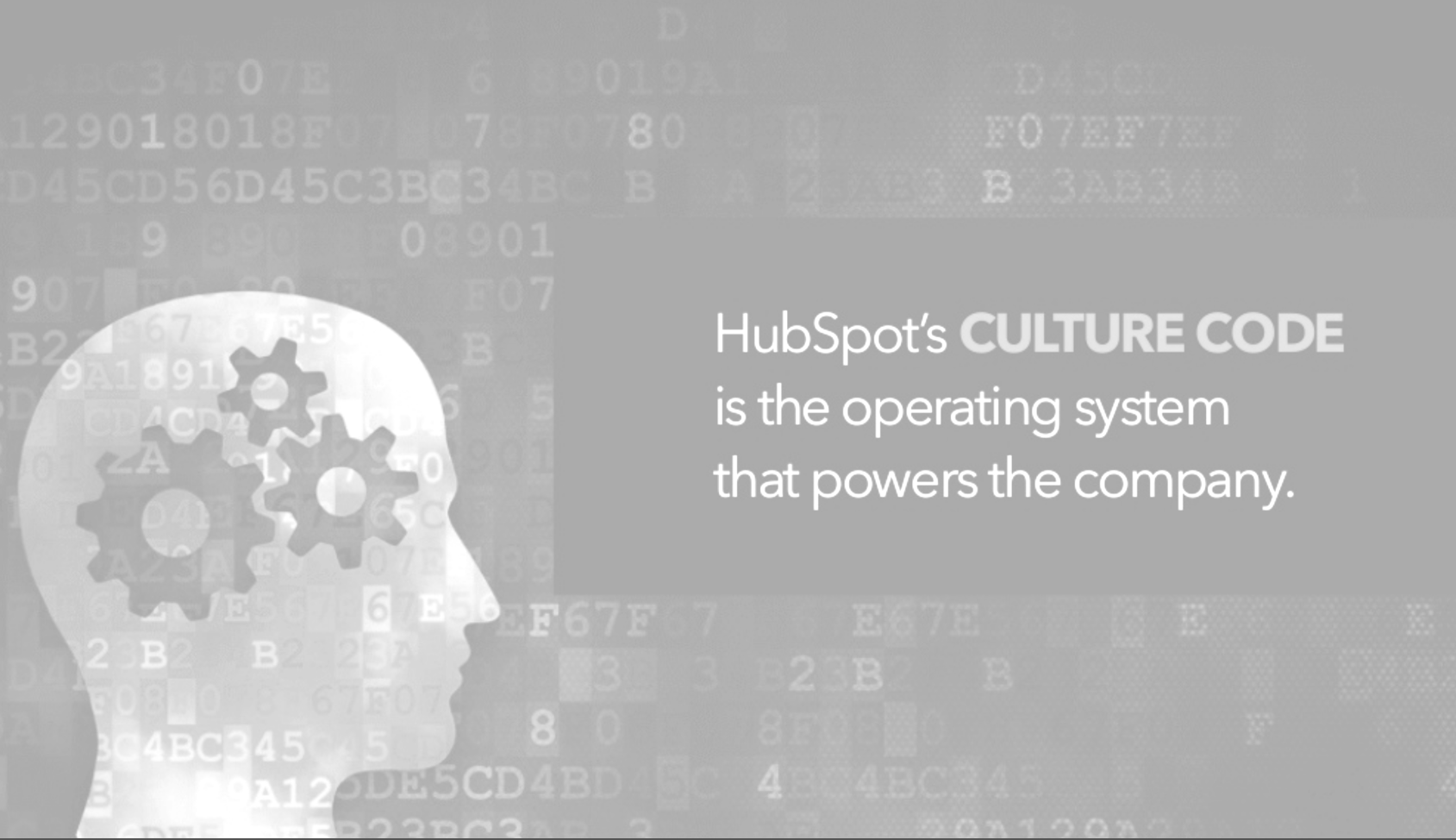
IV

The HubSpot Customer Code

#1 EARN MY
ATTENTION,
DON'T STEAL IT.

#2 TREAT ME LIKE A
PERSON, NOT A
PERSONA.

#3 SOLVE FOR MY
SUCCESS, NOT
YOUR SYSTEMS.

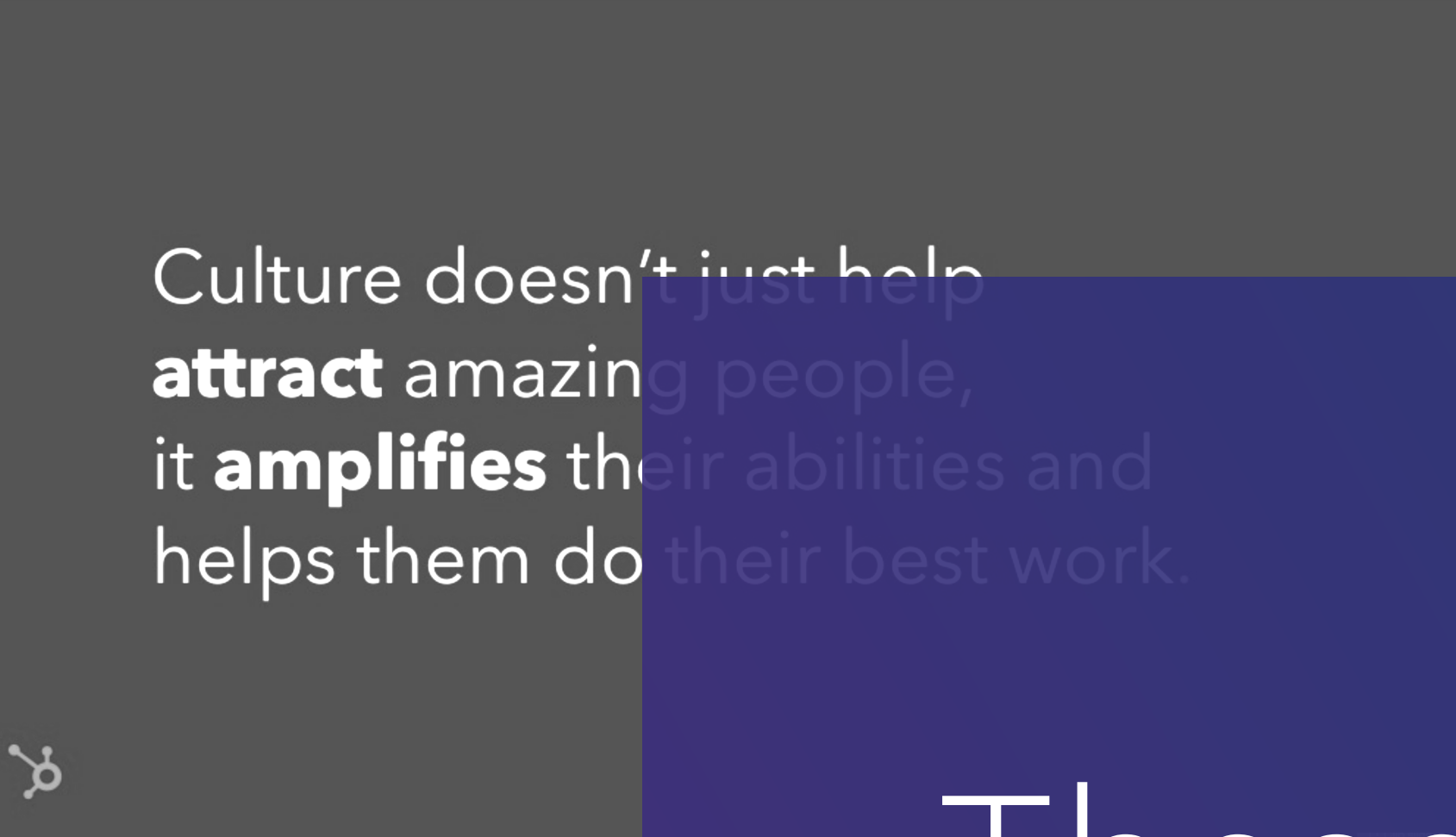


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We're
helping
GO

To take a more
human-friendly
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(Turns out, it's also
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We dare to be different.



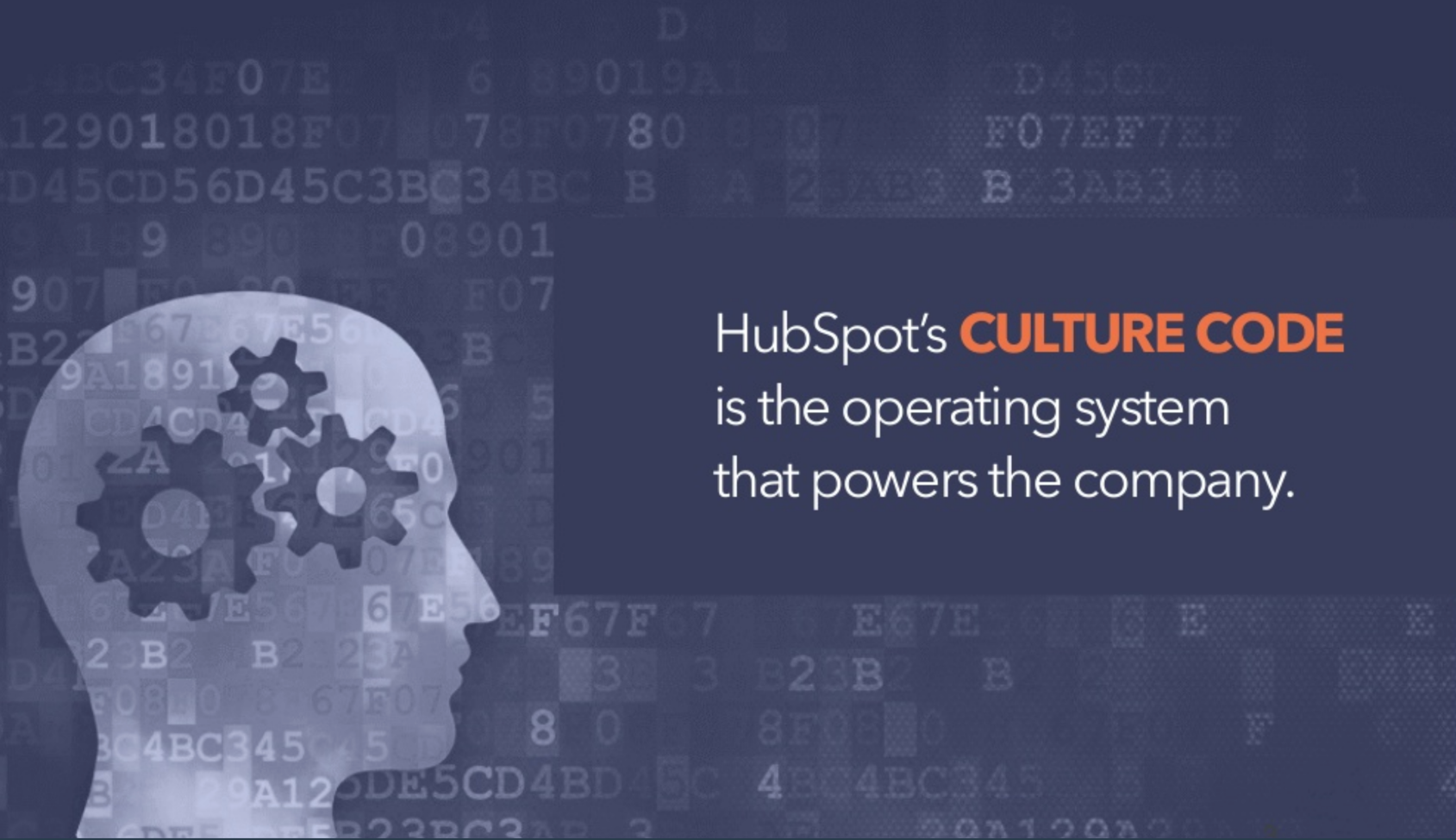
We are **HubSpot**.

These documents bring the
HubSpot brand **to life!**

Our commitment to our
mission will help us earn the
love of many.
Our commitment to our
metrics will help us earn the
resources to further our
mission.

We are passionate about **both**.

We commit
maniacally to both
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Culture doesn't just help
attract amazing
it **amplifies** the
helps them do

We're working to
help the world



We dare to be different.

Giving us a good idea of who HubSpot is, as...

an organization

a business partner

or an employer



commit
locally to both
mission and
metrics.

HubSpot uses documents to help people:
customers, employees, or anyone who would benefit from what they know

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Creating a company we love.

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customercode.com

15 Stats
**EVERY MARKETING
LEADER**
Needs to Know to Grow their
Business

Presented by
HubSpot



Why Artificial Intelligence
Matters for Marketing

THE
HARD TRUTH
ABOUT
MARKETING

HubSpot

**HOW YOU CAN WIN
GOOGLE'S
FEATURED SNIPPET**

A Guide to
Featured Snippet Optimization

HubSpot
Research

PEOPLE HAVE
DRAMATICALLY
CHANGED HOW THEY
LIVE AND WORK.

	THEN	NOW
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THE HubSpot CULTURE CODE

1. We commit maniacally to both our **mission** and **metrics**.
2. We look to the long-term and **Solve For The Customer**.
3. We **share openly** and are **remarkably transparent**.
4. We favor **autonomy** and take **ownership**.
5. We believe our best perk is **amazing people**.
6. We dare to be **different** and question the status quo.
7. We recognize that **life is short**.

1

We commit maniacally to both our **mission** and our **metrics**.

2

We look to the long-term and **Solve For The Customer**.

FOR EVERY DECISION
WE SHOULD ASK
OURSELVES:

"Selves, what's in it for the customer?"

Documents can be conversational

Remember that you are speaking with a person — what would you say if they were in front of you?

Years ago, in a presentation about the kind of company we wanted HubSpot to be, we asked our employees to **solve for the customer.**

That meant placing their **customer** ahead of their **team** and their team ahead of **themselves.**



Customers have more power than ever before.



90% of buyers would spend more because of excellent customer service.

The HubSpot Customer Code

- | | | |
|---|--|---|
| #1 EARN MY ATTENTION, DON'T STEAL IT. | #2 TREAT ME LIKE A PERSON, NOT A PERSONA. | #3 SOLVE FOR MY SUCCESS, NOT YOUR SYSTEMS. |
| #4 USE MY DATA, BUT DON'T ABUSE IT. | #5 ASK FOR FEEDBACK, AND ACT ON IT. | #6 OWN YOUR SCREW-UPS. |
| #7 HELP ME HELP YOU, BY HELPING MYSELF. | #8 I DON'T MIND PAYING, BUT I DO MIND BEING PLAYED. | #9 DON'T BLOCK THE EXIT. |
| #10 DO THE RIGHT THING, EVEN WHEN IT'S HARD. | | |



#1
Earn my attention,
don't steal it.

Documents can be engaging

Use documents to bring data to life in a visual format and make a lot of information easier to understand



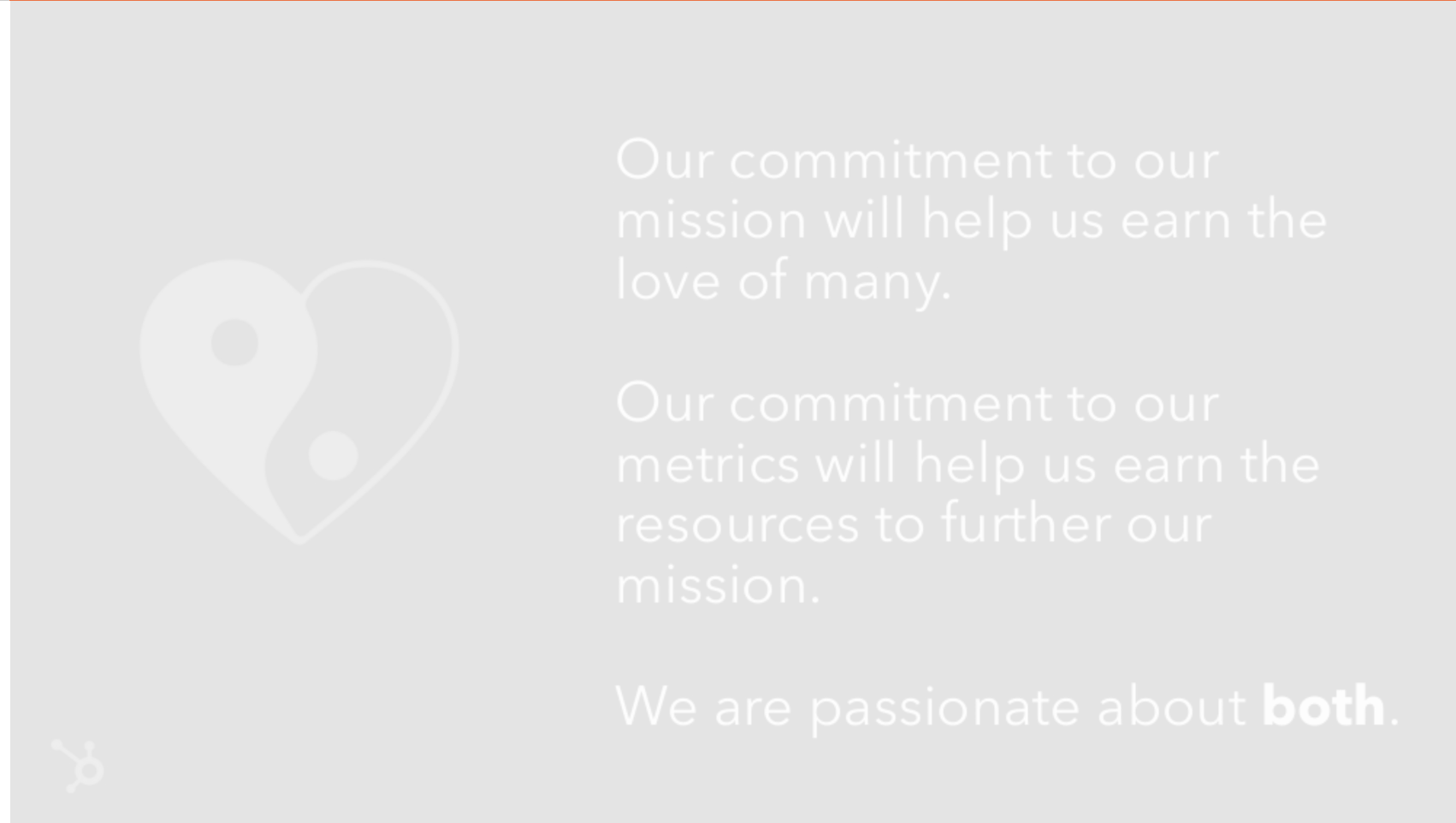
In addition to sharing knowledge, these documents **drive results** for HubSpot



4.2M views
Since 2013



HubSpot's code decks are some of the most viewed documents out there



115K views
Since 2018

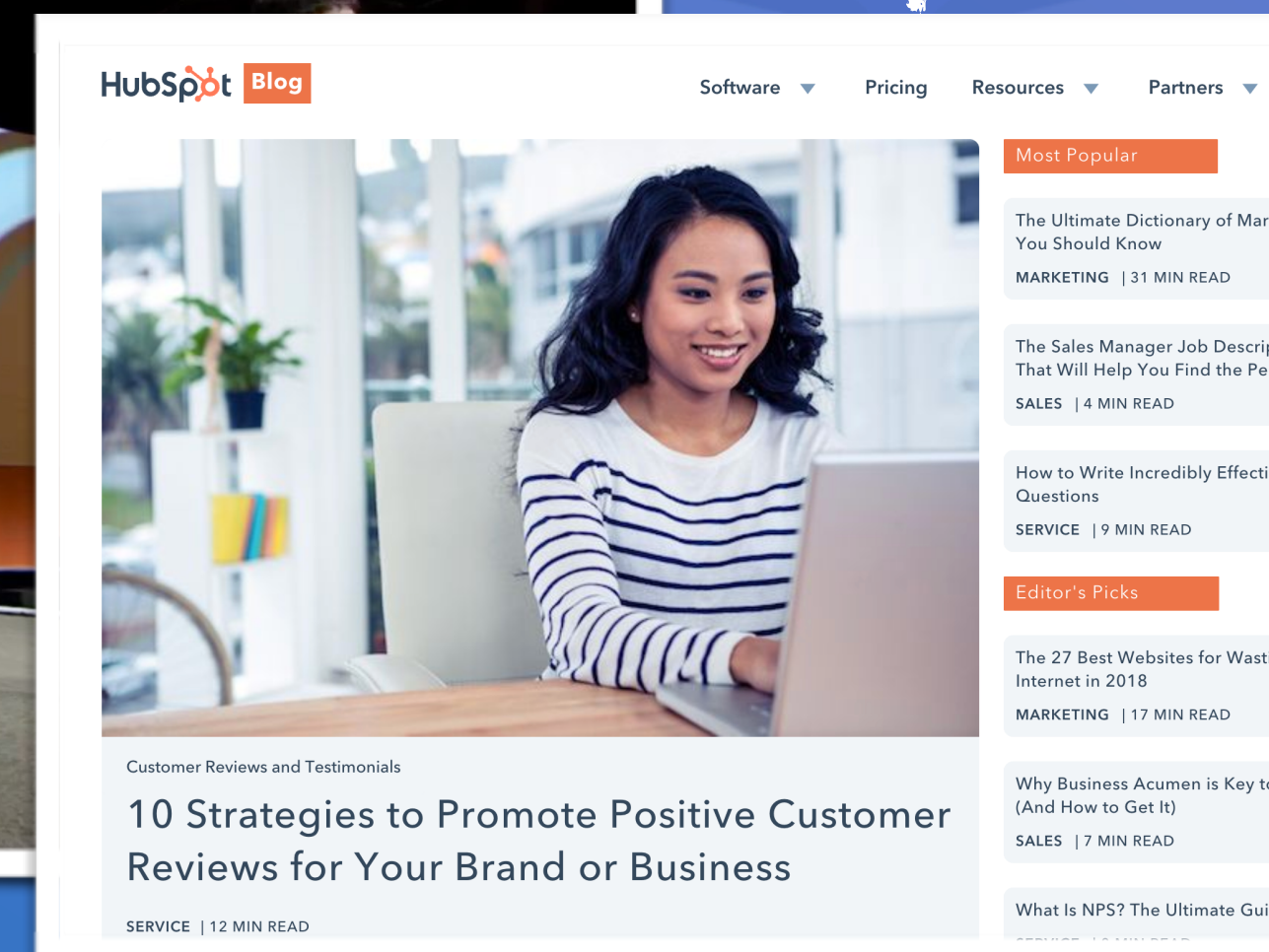
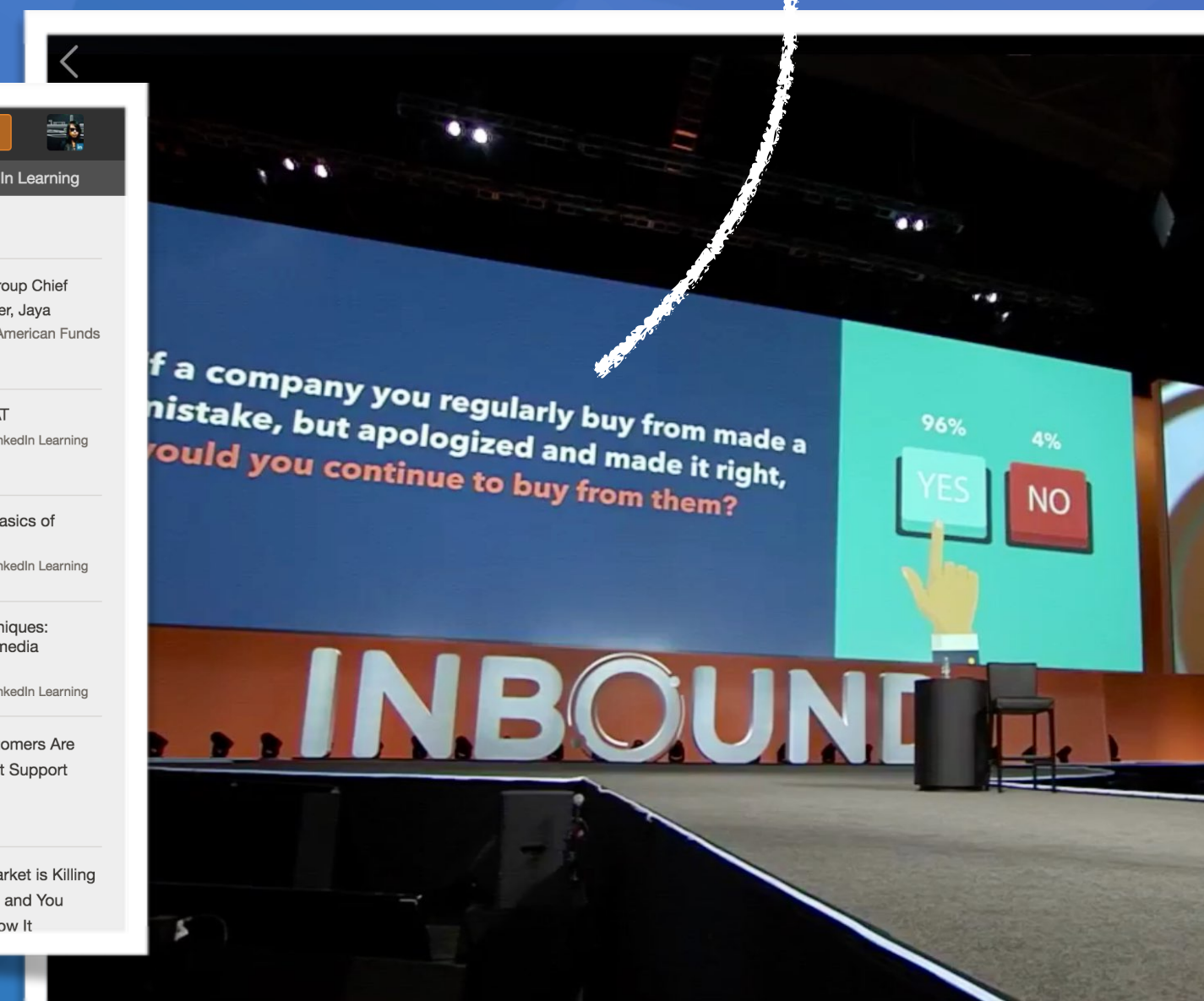
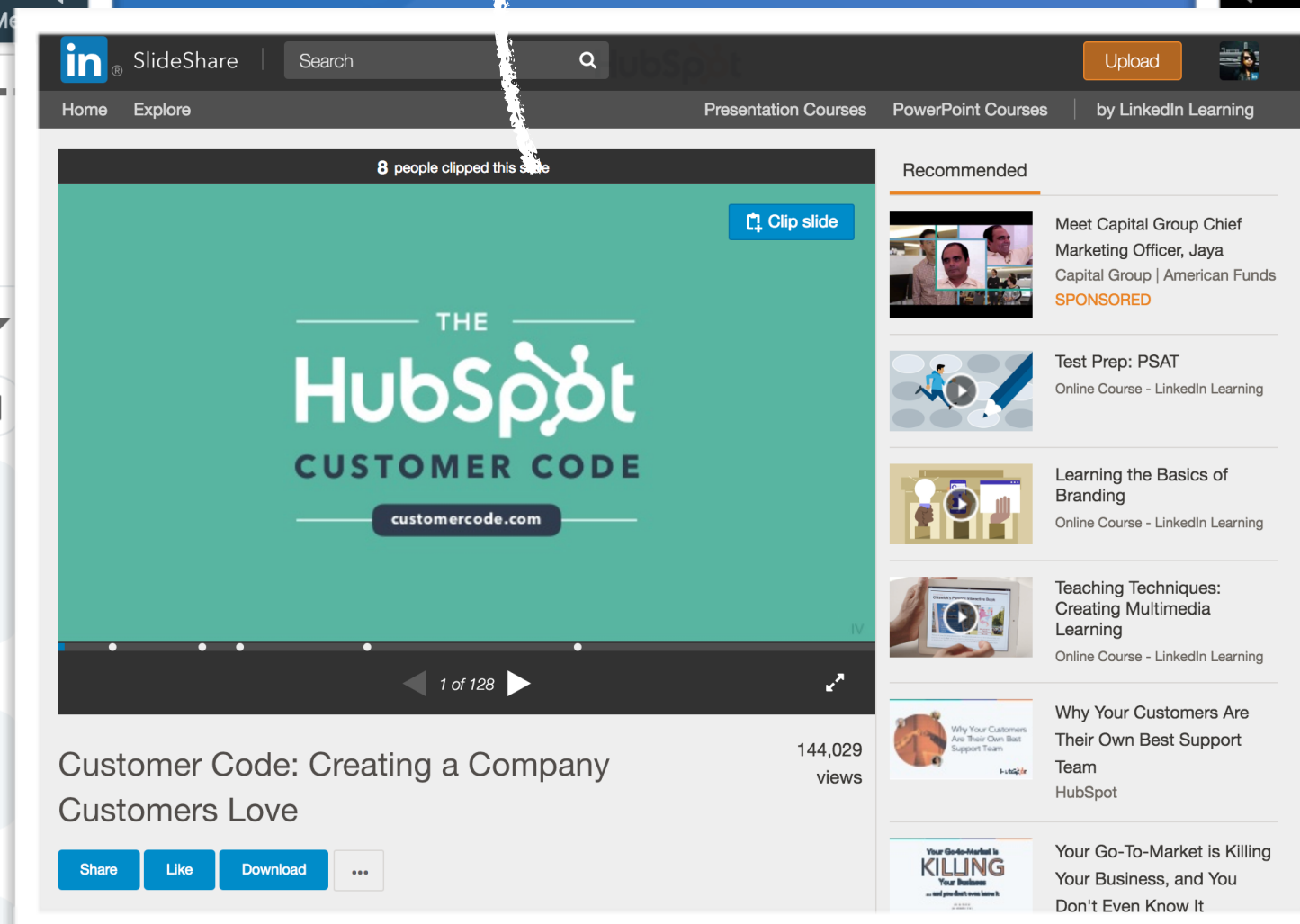
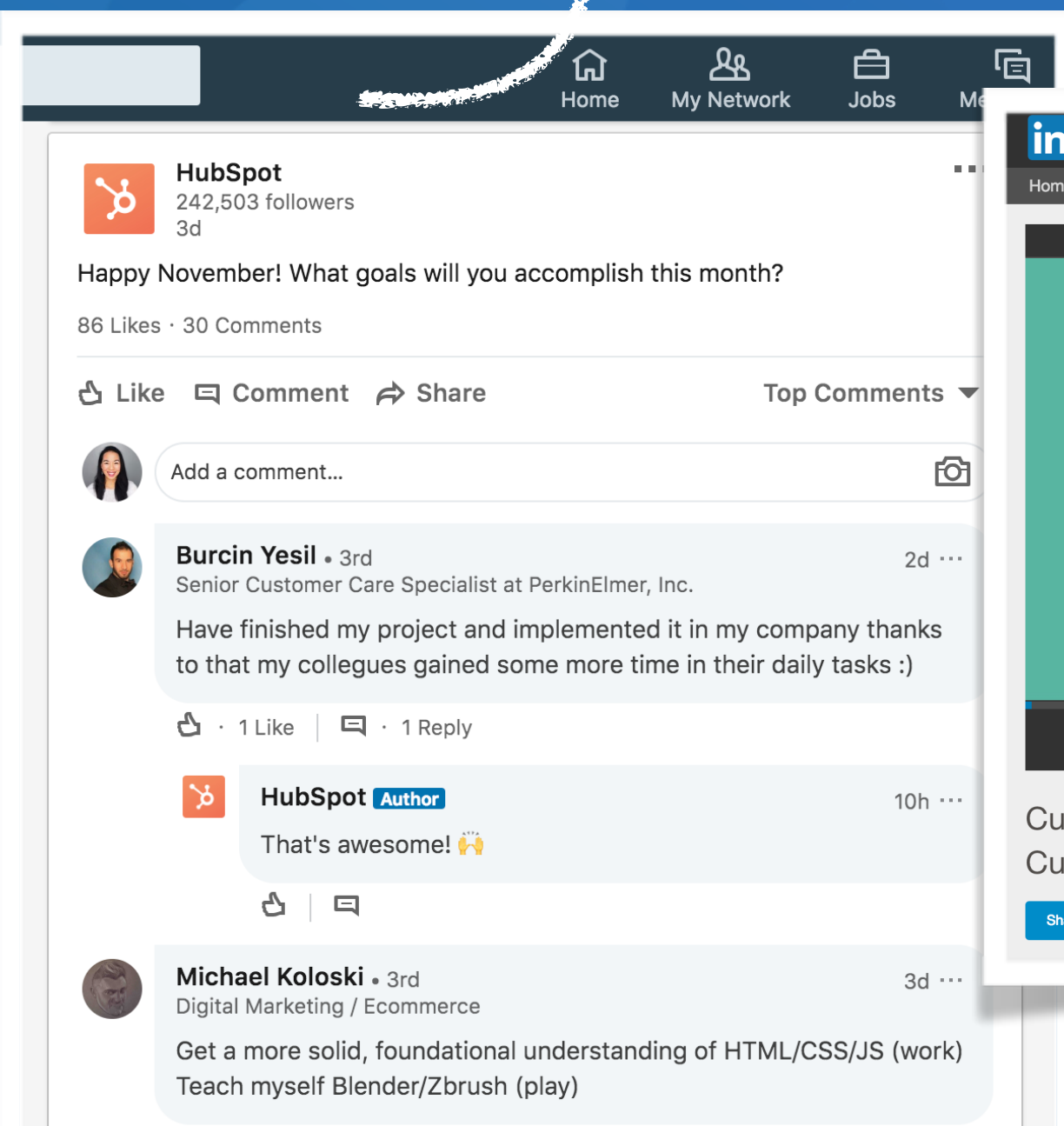
HubSpot uses documents to have engaging conversations on and offline

on LinkedIn

on SlideShare

at Events

in blog posts





This is why we're excited to bring documents to your LinkedIn page—so you have another way to **talk** with people who care about what you have to say.

LinkedIn interface showing the Golden Phase company page. The page header includes navigation links: Home, My Network, Jobs, Messaging, Notifications, and Me. The company profile shows Golden Phase, Marketing and Advertising, San Francisco, CA, with 29,131 followers. The bio states: "We are a leading marketing firm interested in helping you take your branding to the next level." Below the bio are buttons for "Visit website" and "+ Follow".

The main content area displays updates. The first update is a pinned post from Golden Phase, dated 1d, titled "Designing the future". The text of the post reads: "Analysts estimate that by 2019, 85% of interaction with #MobileAds will drive 75% of total revenue. Our predictions and more in this year's #GoldenPhaseTrends report:". Below the text is a carousel image titled "Golden Phase Marketing Trends 2018" with 47 pages. The carousel shows a woman looking up at a city skyline at night. The post has 25 Likes and 3 Comments. Below the post are buttons for "Like", "Comment", and "Share".

The second update is also a pinned post from Golden Phase, dated 1d, titled "Designing the future". The text of the post reads: "Check out this new marketing promo we collaborated with Flexis on". Below the text is a video thumbnail showing a woman looking out a window.

On the right side of the page, there are sections for "Featured hashtags" (including #Marketing, #GoldenPhase, and #GoldenPhaseTrends), "Affiliated pages" (including Golden Phase Media), and "Featured groups" (including Zooming in).

What does your company want to say with a **document**?

Happy documenting :)

